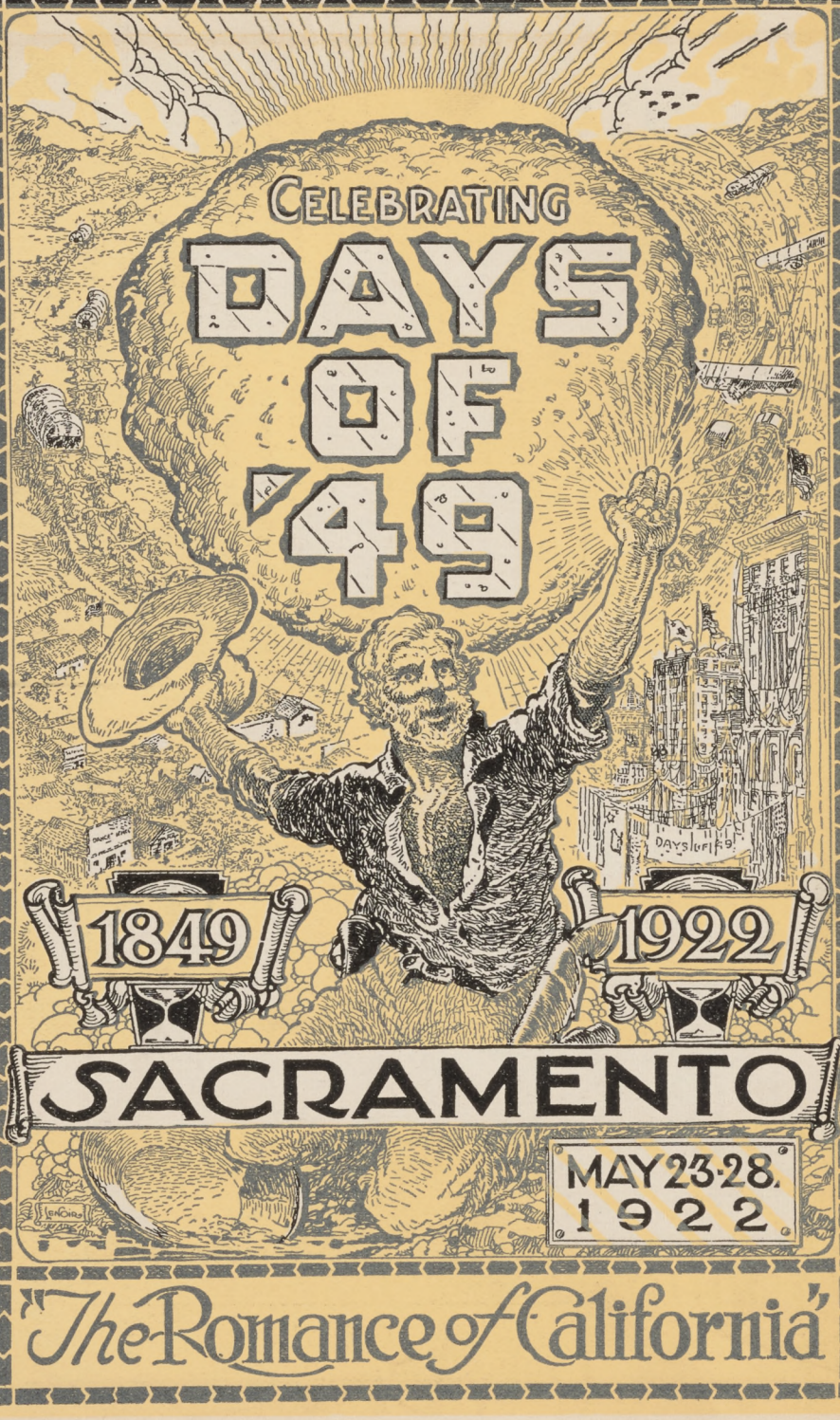
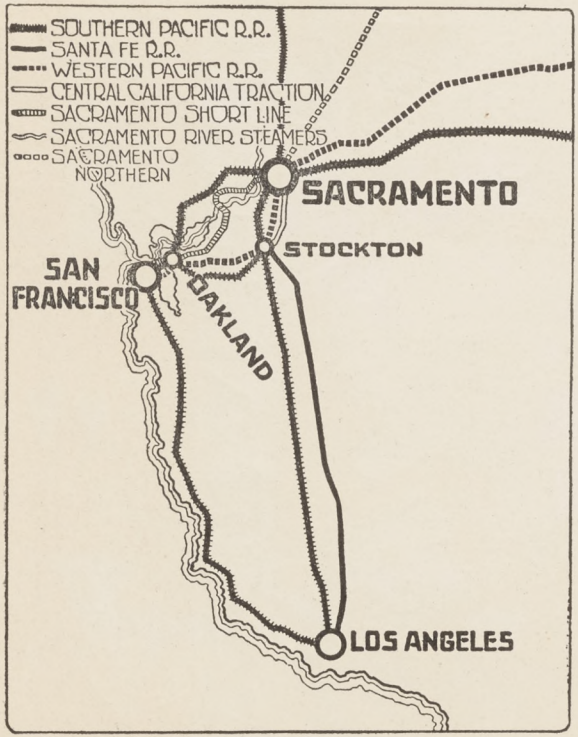

CELEBRATING
DAYS OF '49
1849
1922
SACRAMENTO
MAY 23-28.
1922
"The Romance of California"



BE A '49er

SACRAMENTO extends to you a cordial invitation to come back to the "Days of '49." Transcontinental railroad excursion rates are effective May 15th. You benefit by a substantial reduction in fare and arrive in Sacramento in time to enjoy the entire celebration.

EXEMPLIFYING the Spirit of Western Hospitality which was characteristic of the Days of Gold, Sacramento not only invites you with sincere cordiality, but assures you that every effort will be exerted to make your visit so thoroughly enjoyable and delightfully impressive that it will always linger in your memory.

Management SACRAMENTO CHAMBER *of* COMMERCE

"GOLD RUSH" PARADE - SACRAMENTO - "DAYS OF '49" CELEBRATION

Romantic Days Revivified

YOU'VE longed to realize your vision of the Days of '49. Make that wish come true! Come back to the "Days of '49" in Sacramento, May 23-28, 1922.

SACRAMENTO, Capital of California, was the hub of that seething maelstrom of gold-seekers---the "Forty-Niners." The "Days of Old, the Days of Gold" were the foundation of California history.

AND now Sacramento brings those days back to life with all their color and glamour, in the greatest of all annual celebrations---remarkably realistic and historically correct in every detail. The city's principal business streets again become thoroughfares of the Sacramento of '49.

OLD mining towns spring into life, radiant with the spirit of '49; original Sutter Fort is again the trading post and rendezvous of frenzied gold-seekers. The founding of Sacramento---discovery of gold---rush to the "Gold Diggin's"---clashes with Indians---these are among the episodes to be enacted in pageant, parade and drama.

PRAIRIE schooners replace street cars; dance halls are strung along the winding streets; white collars and modern footwear give way to red flannel and miners' boots; real gold nuggets are in circulation, washed out as they were in the Days of '49.

THE transformation will be complete---a living, kaleidoscopic depiction of "THE ROMANCE of CALIFORNIA." And you may be a part of it.

SUTTER FORT–SACRAMENTO–"DAYS OF '49" CELEBRATION

Bizarre, Spectacular, Inspiring

WHEN you arrive in Sacramento you find the Curtain of the Past thrown aside. Spread before you is a typical '49 Mining Town brought into being by the united effort of scores of cities and communities in the old gold diggings districts. Here you may live the life of the true Forty-Niner amid surroundings just as alluring as the period of history which is reproduced.

YOU marvel at the realism of the living picture---bizarre, spectacular, inspiring. On every side is a new surprise---a thrill quite unlike any you have ever experienced.

EACH day of the celebration is marked with unique cavalcades---strange processions bringing before your eyes the whole romantic history of the Gold Rush. Here you feel the thrill that inspired the pen of Bret Harte. You mingle with characters that seem to have stepped out of his books and witness scenes that grip you with their realism.

HISTORICAL celebrities---Fremont, the pathfinder; Kit Carson, the boys' hero; Sutter, the adventurer; Marshall, the discoverer of gold---live again in this commemorative drama, and are the central figures of the picture.

THE unusual panorama spreads over the city to the State Fair Grounds where America's greatest Wild West Contest---a $20,000 feature---will be presented by a matchless aggregation made up of hundreds of cowboys and Indians. Never before in history has such a sensational event been arranged.

THE life, customs, styles and characters of the Days of Gold are restored in this most unusual of National Celebrations. Your dream of the Days of '49 is made a reality.

TYPICAL MINING TOWN, SACRAMENTO,--"DAYS OF '49" CELEBRATION

A Celebration Without Parallel

VISUALIZING the most sensational chapter of American History, the "Days of '49" celebration in Sacramento is original, distinctive and positively without parallel.

THROUGHOUT the "Gold Rush" area of California, cities and towns have pooled their resources and efforts to bring before the eyes of the Nation, in a prodigious display, thrilling episodes that have made the "Days of 49" a household expression.

MEN thoroughly acquainted with the life and customs of that period have combed the whole mining territory for material and relics that were actually a part of its history--prairie schooners; ox-carts; stage coaches; gold scales; long-toms; muskets; miners' equipment; gambling outfits; cannon--and countless other articles which, when assembled, furnish an attraction which alone would be worth a trip across the continent.

UNDER the direction of experts, a committee of 1,000 is working out scores of features--a series of spectacular events for each day--a continuous chain of activity, entertainment and thrills.

THIS folder gives but a glimpse of the event.

CALIFORNIA'S State Capital, Sacramento, in its entirety, will be turned back to the "Days of '49", throughout the length and breadth of its fourteen square miles.

NOTE: The Sacramento Chamber of Commerce will send you an attractive historical booklet "THE ROMANCE OF CALIFORNIA" which tells of the Gold Days, if you address "Days of '49" Committee, Chamber of Commerce, Sacramento, California.